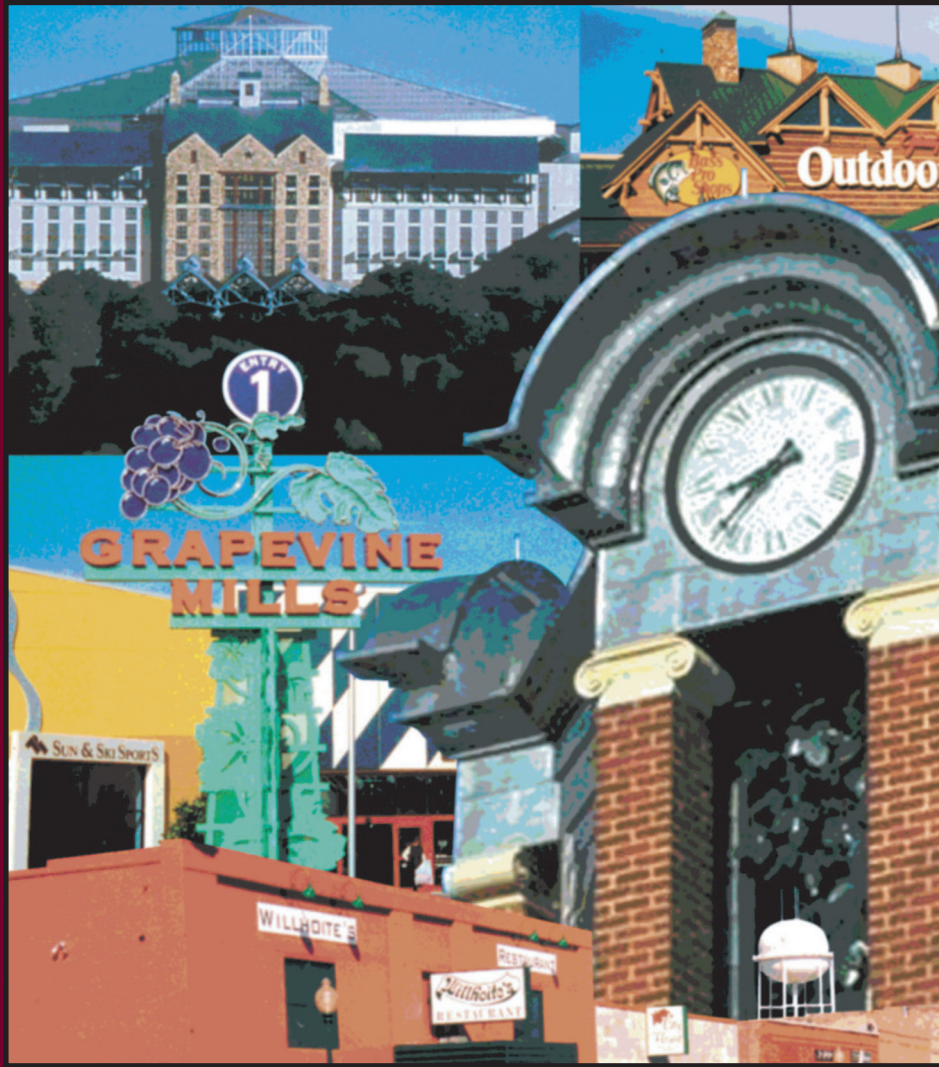


GRAPEVINE, TEXAS

ECONOMIC UPDATE



2012



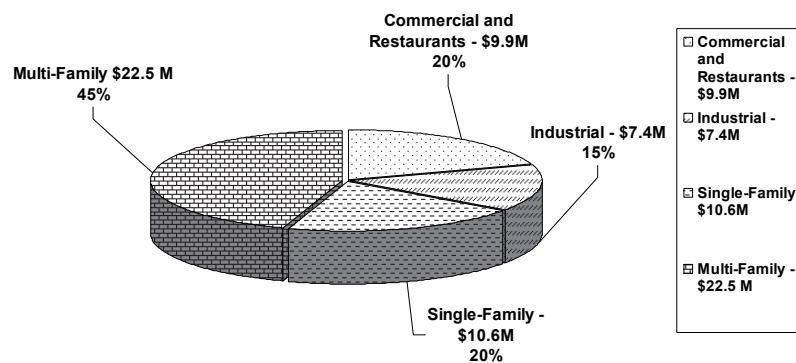
Economic Development

CITY OF GRAPEVINE 2012 ECONOMIC UPDATE

Grapevine remains one of the most dynamic communities in the Dallas/Fort Worth region. Grapevine's population increased from 29,202 in 1990 to 47,101 in 2011. Grapevine's rapidly growing population is attributed to several factors, including the city's proximity to developing employment centers, high quality housing in well planned subdivisions and a school district ranking high in academic achievement.

Although nationally, real estate and development has slowed, Grapevine continued to experience growth in development in 2011 with a total of \$56,128,875 in all construction types. The total for the major categories of Commercial, Industrial, Multi-Family and Single-Family was \$50,452,742. An additional \$5,676,133 was permitted for church and government uses. Of these major categories, commercial construction was approximately 20% of the total with industrial accounting for 15%, multi-family totaling 45% and single-family accounting for 20%. The relative percentages are shown below.

2011 Construction Values



Source: City of Grapevine Building Permit Records

The following commercial and industrial projects were permitted in 2011:

2011 Projects	Square Feet	Construction Value
Classic Chevrolet	1,080	\$220,000
Scotts Marina	14,784	\$190,000
Grapevine Texan Apartments	440,403	\$22,491,386
Classic Commercial Fleet	2,683	\$350,000
First Financial Bank	3,146	\$849,000
Gaylord "Ice" Exhibit	13,824	\$356,000
One Star Office and Retail	12,000	\$400,000
Texas Nissan Car Wash	1,874	\$427,000
Texas Nissan Pre-Owned Sales	4,620	\$370,000
Texas Nissan New Showroom	13,114	\$558,000
Winewood Restaurant	8,578	\$1,500,000
Mi Dia	5,190	\$1,000,000
Total	521,296	\$28,711,386

Major Impact Projects

A number of notable projects were either planned or developed in Grapevine in 2010. The major impact projects are as follows:

- ◆ **Legoland Discovery Center/ Sealife Aquarium** – In 2011, Merlin Entertainment Group, the second largest amusement and attractions group in the world opened a Legoland Discovery Center and a Sealife Center Aquarium within Grapevine Mills Mall. These two family venues represent a \$27 million investment in the community with a combined visitor draw of 1.1 million. Due to the immediate success of these attractions, Merlin's announced the expansion of Legoland for a children's driving attraction. This expansion will be a themed indoor/outdoor "driving school" that has participants chasing robbers through a city and forest driving course.
- ◆ **Southwest to Northeast Commuter Rail** – This commuter rail service is planned to run from southwest Fort Worth

to Dallas/Fort Worth International Airport. Dallas Area Rapid Transit has additional plans to extend light rail from Dallas/Fort Worth International Airport eastward into the Dallas area. The Grapevine train station, at the northeast corner of Main Street and Dallas Road, has been purchased and will undergo development in the next several years. Service on the commuter rail system is estimated to begin in 2016 and will attract 15,000 trips per day.

In a study done by economists Dr. Bernard Weinstein and Dr. Terry Clower, commuter rail with a station in Grapevine would lead to \$50 to \$100 million in new or renovated development as well as enhance Grapevine as a tourist and business destination.

- **Destination Shuttle** – Grapevine's intra-city shuttle service proved to be a success in 2011. This service consists of four attractively wrapped buses that move visitors between the major attractions within Grapevine.
- **AMC 30 Fork and Screen** – In 2010, the movie theater at Grapevine Mills Mall underwent a 37,900 square foot, \$2.8 million renovation. Of the 30 screens, eight were converted to food service with the movie and five were converted to luxury suites with reclining chairs and food upgrades. In addition all screens were upgraded with the latest digital technology. After one full year of operation, the fork and screen concept has proven to be extremely successful and preferred by a third of the movie attendees.
- **Towers of Grapevine Redevelopment** – John Evans began a redevelopment of the northeast corner of William D. Tate Avenue and State Highway 114. The plan includes the construction of a 11,600 square foot Pappadeaux Seafood Kitchen, an additional pad site next to Uncle Julio's, upgraded and reconstructed driveways and the construction of a 13,000 square foot retail/restaurant building on the corner. In addition, two

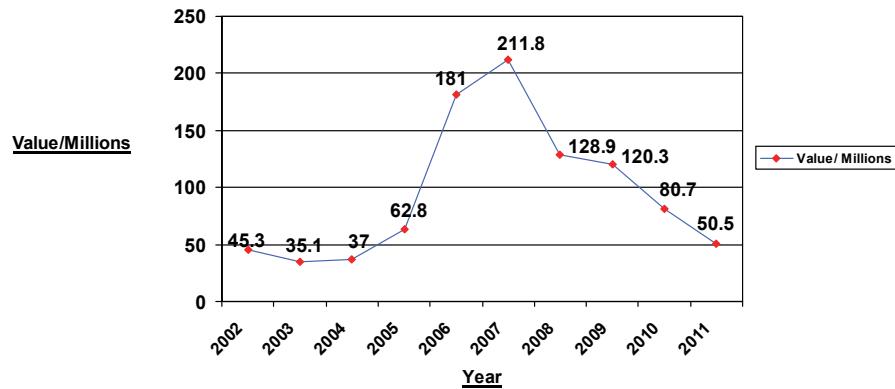
restaurant or retail sites will be opened with the remodeling of the building previously occupied by Verizon and the demolition of the vacant KFC and Wendy's buildings. Pappadeaux Seafood Kitchen and the Towers retail building are projected to open in May, 2012. A current partial tenants list for the Towers building includes Jimmy John's Sandwich Shop, Grimaldi's Pizza and AT&T. This redevelopment has provided a powerful lift to this intersection that was Grapevine's original restaurant row and continues to be one of the most sought after intersections in the Metroplex.

- **Eatzi's Restaurant** – In 2011, Eatzi's announced their plan to occupy a vacant 10,000 square foot restaurant building with their unique Eatzi's brand. Eatzi's is a blend of pre-prepared deli and gourmet foods along with fresh produce, imported beer and wine. At the front of the store is a coffee shop. Eatzi's is a welcome addition to the thriving Grapevine restaurant market.
- **Epicentre at Grapevine** – This restaurant development on the east side of Main Street north of State Highway 114 was originally the home of Bob's Chop and Steak House as well as Fireside Pies. In 2011, two new upscale restaurants, the Winewood Restaurant and Mi Dia Restaurant opened for business. Winewood Restaurant is 8,578 square feet at \$1.5 million in value and the Mi Dia Restaurant is 5,190 square feet at \$1 million in construction. Both are doing well and in addition to the two originals are very popular Grapevine destinations.

Commercial Construction

Commercial development including restaurants accounted for a major portion of total development in 2011. Commercial construction, including additions and finish-outs, totaled \$9.9million. A list of all major projects can be found on page 2.

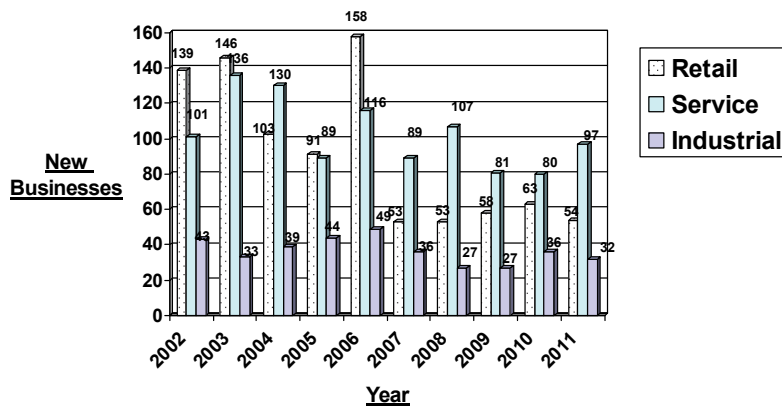
Total Commercial Improvements



Source: City of Grapevine Building Permit Records

The Grapevine Mills Mall and other dynamic retail centers in Grapevine continued to trigger growth in the small business sector of Grapevine's economy. There were 54 new retail businesses, 97 new service businesses and 32 new industrial businesses and locations in 2011. More information on new business starts is shown on pages 6,7,8 and 9.

Business Starts



Source: City of Grapevine Certificates of Occupancy

New 2011 Retail Businesses

Retail (Except Grapevine Mills Mall)

<u>Business</u>	<u>Address</u>
A Touch of Pairs	202 W. Wall St.
Angel's Attic	1639 W. Northwest Hwy.
Beatitudes Tea Room	216 W. Wall St.
Beyond the Red Door	419 S. Main St., #200
Chic Boutique	412 S. Main St., #100
Chocolate Grape	601 S. Main St., #103
Cupid's Vault	334 S. Barton St.
Gaylord Texan ICE!	1501 Gaylord Tr., #2
Goodwill Industries	880 Mustang Dr.
Grace Christmas Cottage	1201 Minters Chapel Rd., #201
Grapevine Gold & Silver Exchange	818 S. Main St., #100
Halloween City	1217 West State Hwy. 114, #112
Legacy Cakes, LLC	120 S. Main St., #20
Lone Star Stitching	520 South Main St., #888
Master Iron Company	1000 Texan Tr., #124
Monet Flooring & Design	1679 W. Northwest Hwy.
Morrison Appliances	1900 S. Main St., #110
Old World Home Garden & Pottery	306 E. Northwest Hwy #100
Park Place Mercedes Benz	1300 Texan Tr.
Roots Coffeehouse	4201 Pool Rd.
Style & Grace	2030 W. Glade Rd., #238
Texas Belles & Beaus	406 S. Main St.
Texas Star Dinner Theater	816 S. Main St.
The Designer's Rack	151 S. Dooley St., #102
Tommy Tamale	708 W. Northwest Hwy.
Weight Watchers	1469 W. State Hwy. 114, #600

Retail - Grapevine Mills Mall

<u>Business</u>	<u>Business</u>
Auntie Anne's Pretzels	3000 Grapevine Mills Pkwy., #124
Click Fashion Ward	3000 Grapevine Mills Pkwy., #305
Fashion Line Image	3000 Grapevine Mills Pkwy., #250
Furnish 123	3000 Grapevine Mills Pkwy., #400
Go! Calendars Toys & Games	3000 Grapevine Mills Pkwy., #602
It's Sugar	3000 Grapevine Mills Pkwy., #513
Kenneth Cole New York	3000 Grapevine Mills Pkwy., #220
Legoland Discovery Center	3000 Grapevine Mills Pkwy., #519
Ross Dress for Less	3000 Grapevine Mills Pkwy., #125

Shoe Gallery	3000 Grapevine Mills Pkwy., #101
Sprint	3300 Grapevine Mills Pkwy., #106
Sprint Wireless	3000 Grapevine Mills Pkwy., #342
Trends	3000 Grapevine Mills Pkwy., #413
VF Outlet	3000 Grapevine Mills Pkwy., #127
Wild West	3000 Grapevine Mills Pkwy., #425

Restaurants

<u>Business</u>	<u>Address</u>
Applebee's	2215 E. Grapevine Mills Cr.
Cinnamonster	3000 Grapevine Mills Pkwy., #614
Fernando's Grill	1700 State Hwy. 121
Freebirds World Burrito	1501 William D. Tate Ave.
Fuzzy's Taco Shop	2030 West Glade Rd., #296
Legacy Cakes, LLC	120 S. Main St., #20
Original Pancake House	1505 William D. Tate Ave.
Paciugo Gelato Caffe	3000 Grapevine Mills Pkwy., #333
Patty Cakes	417 S. Main St.
Pauly's New York Pizza & Pasta	437 E. Northwest Hwy.
Plucker's Wing Bar	1709 Cross Roads Dr.
Roots Coffeehouse	4201 Pool Rd.
Texas Star Dinner Theater	816 S. Main St.

Service Businesses

<u>Business</u>	<u>Address</u>
Advanced Psychiatric Solutions	1245 S. Main St., #120
Agile Mind Educational Holdings	4101 William D. Tate Ave., #220
Alatex Construction Services	1400 W. Northwest Hwy., #100
Angel Cleaners	1669 W. Northwest Hwy.
Art in The Vine, LLC	441 E. Northwest Hwy.
Astor & Black Custom Clothiers	230 Park Blvd., #103
Astrique Weight Loss	823 Ira E. Woods Avenue, #200
Audra Ballard Hair Salon	1023 S. Main Street, #201
Bank of Texas	2250 W. State Hwy. 114
Barnaby & Wolfe, Inc.	2637 Ira E. Woods Ave., #100
Barton Place	422 S. Barton St., #A
Baylor Regional Medical Center Spine Ctr	1631 Lancaster Dr., #230
Beautiful Nails & Spa	4010 William D. Tate Ave., #104
Buchanan Technologies	1026 Texan Tr., #300
Buchanan Technologies	1050 Texan Tr., #400

Buchanan Technologies	1054 Texan Tr. #100
Buchanan Technologies	1026 Texan Tr., #100
Burgess & Mason	1105 W. Wall St.
Capin Crouse	1000 Texan Tr., #125
Children's Medical Center "My Children's Pediatric Clinic"	2805 E. Grapevine Mills Cr.
ChiroCare Texas	800 Ira E. Woods Ave., #101
City Wide Services of DFW, LLC	4821 Merlot Ave., #230
Columbus IT	1235 S. Main St., #250
Compass Center	4201 Pool Rd.
Dallas Dodgers Club Baseball	213 N. Dooley St.
Dancing River	3735 Ira E. Woods Ave.
Davis & Company	1100 S. Main St., #101
Driver's Edge	2050 W. Glade Rd.
Eagle Believers Chapel	1920 Enchanted Way
Echo Locum Tenens Inc.	1050 Texan Tr., #300
Fantastic Sams	2030 West Glade Rd., #244
Farmer's Insurance	2200 Pool Rd, #212
Fed Ex	1501 Gaylord Tr.
First Baptist Church/Life Enrichment	212 E. Texas St.
Grapevine Colleyville ISD	3051 Ira E. Woods Ave.
Grapevine CrossFit	607 W. Dallas Rd., #1000
Grapevine Ford Collision Center	1321 Minters Chapel Rd.
GT Products, Inc.	651 Industrial Blvd.
Guerra-Watson & Associates	2311 Mustang Dr., #200
Health & Longevity Fitness	1301 Municipal Way, #150
Highland Residential Mortgage	4851 Merlot Ave., #530
I Insurance Group, Inc.	1021 South Main St., #104
Impact Performance & Fitness Studio	2501 William D. Tate Ave., #F
Insignia Staffing	1100 S. Main St., #103
Integrated Psychology	823 Ira E. Woods Ave., #300
Mustang Elite Lube Center	2125 Ira E. Woods Ave., #100
Neurology Neuropathy	815 Ira E. Woods Ave., #200
New Millennium Concepts	1023 South Main St., #204
North Texas Kidney Consultants DFW	901 West Wall St., #101
NTKC Management	901 W. Wall St., #102
O.R. Colan Associates	2200 Pool Rd., #208
Oladunni Baiyeri, M.D.	1400 West Northwest Hwy., #280
On Time Mailing & Distribution, Inc.	747 Port America Pl., #300
Optisense	1127 S. Main St.
Pine Valley Foods, Inc.	4851 Merlot Ave., #520
Premier Hearing Center	1400 W. Northwest Hwy. #200
Prince Contracting	4851 Merlot Ave., #550

Prospect Services	1301 Municipal Way, #100
Quickcash Loans	106 N. Main St.
Rampart Construction	4811 Merlot Ave., #110
Ranger Builders, LLC	1000 S. Main St., #150
Real Choices Pregnancy Medical Clinic	1650 W. Northwest Hwy., #101
Real Cuts Salon	1115 W. Northwest Hwy.
Regent Construction Group	2301 Mustang Dr., #100
Regent Services	307 E. Northwest Highway
Retina Center of Texas	2321 Ira E. Woods Ave., #200
RPA Energy, LLC	4811 Merlot Ave., #150
Salon Styles	2350 Hall Johnson Rd., #120
Sandborn Head & Associates	4100 Heritage Ave., #106
Scott Norton	213 W. Dallas Rd., #100
Seidler Oil & Gas	412 S. Main St., #200
Service King Collision Repair	2601 William D. Tate Ave.
Seung Ho Lee	755 Port America Pl., #385
Skye Building Services	2311 Mustang Dr., #100
SQN Realty Finance	342 S. Main St., #200
State of the Heart Cardiology	3801 William D. Tate Ave., #840
Stinchfield for Congress	213 N. Barton St.
Sweet & Sassy Franchising	4821 Merlot Ave., #220
Sweet Buttercups	402 E. Northwest Hwy., #300
Talon Systems, LLC	1023 S. Main St., #201
Taylor & Taylor LLP	2200 Pool Rd., #206
Team TFS Texas	209 N. Dooley St.
Teller Law Firm P.C.	4100 Heritage Ave., #104
Texas Direct Insurance Company	2200 Pool Rd., #210
Texas Star Academy	303 W. Nash St.
The Solopreneur Center	600 W. Northwest Hwy., #D
The Timberline Group	2640 William D. Tate Ave.
Titan Concrete Concepts	318 N. Main St.
TLC Realty, Inc.	4100 Heritage Ave., #105
Touchartist	3000 Grapevine Mills Pkwy., #323
Touchartist Massage Therapy	3000 Grapevine Mills Pkwy., #305
Traci Johnson, CPA	2700 William D. Tate Ave., #200
Turkett Law Firm, PC	1000 S. Main St., #270
Urology Associates of North Texas	1631 Lancaster Dr., #350
Urology Clinics of North Texas	1600 W. College St., #140
Women's Imaging Services	1631 Lancaster Dr., #130
XOXO Hair Salon	2350 Hall Johnson Rd., #120

Main Street Commercial

Historic Main Street in Grapevine continues to play a powerful and unique role in Grapevine's economy. In 2011, a number of new retail businesses such as Beyond the Red Door, Chic Boutique, Chocolate Grape, Grapevine Gold and Silver Exchange, Legacy Cakes, Morrison Appliances, Patty Cakes, Texas Bells and Beaus and Texas Star Dinner Theater located on Main Street. In addition, a number of service businesses such as Advanced Psychiatric Solutions, Audra Ballard Hair Salon, Columbus IT, Davis and Company, Insignia Staffing, New Millennium Concepts, Optisense, Quickcash Loans, Ranger Builders, Seidler Oil and Gas, SQN Realty Finance, Talon Systems, Titan Concrete Concepts and Turkett Law Firm also located on Main Street.



Main Street Commercial

Grapevine Mills Mall

Grapevine Mills Mall opened in 1997 and continues to be one of the City's greatest assets. Grapevine Mills Mall was purchased by the Simon Corporation in 2007. The Simon mall specializes in a mix of traditional retail with value oriented retail, theme restaurants, casual dining and cutting-edged entertainment venues. The 1.6 million square foot mall contains over 200 stores and 30 kiosks. Grapevine Mills Mall attracts 13 million to 15 million shoppers per year and employs 1,500 people. In 2011,

the Mall attracted 15 new businesses. Simon Properties has begun to change the mix of retail to increase the fashion value retail mix with the additions of Kenneth Cole New York, VF Outlet, Coach, H&M and others.

In 2011, Simon announced a planned \$25 to \$40 million renovation of the interior of the mall. This will keep the Grapevine Mills Mall new and vibrant.



Grapevine Mills Mall

In 2011 two of Merlin Entertainment's most powerful entertainment attractions, Legoland and Sealife opened in Grapevine Mills Mall. They have proved to be great successes in their first six months of operation and are projected to attract 1.1 million visitors per year. Within the first year of operation, Legoland is planning a 6,500 square foot expansion for the children's driving school. This will provide the opportunity for kids to drive miniature self-propelled cars on a Legoland themed track. The course will be both indoor and outdoor.



Legoland



Sealife Aquarium

Bass Pro Shops/Outdoor World

Since its opening in 1998, Bass Pro Shops/ Outdoor World has been a regional and national attraction. This nationally renowned store contains a wide variety of sporting goods, boats, an indoor pistol, rifle and archery range, an indoor waterfall and a fishing pond. In addition to the vast offering of retail goods, customers are entertained with examples of aquatic life and displays of mountain lions, Alaskan moose and deer preserved and exhibited in their natural habitat. Customers also benefit from educational clinics, seminars and camping consumer shows. Bass Pro Shops attracts approximately 2 million shoppers per year.



Bass Pro Shops Outdoor World

Gaylord Texan Resort and Convention Center

Gaylord Texan Resort and Convention Center is a \$350 million resort on 77 acres along the south shore of Lake Grapevine. The Gaylord Texan contains 1,511 guestrooms including 141 suites and 400,000 square feet of exhibit and meeting space. An additional tower is planned to add 492 additional rooms along with 402,000 square feet of convention space, 386 parking spaces and an additional resort pool.

Gaylord's adjacent 26,000 square foot Glass Cactus restaurant and club provides a new and exciting dining and entertainment venue for Grapevine visitors and residents.

Gaylord contains a four-acre atrium under glass with restaurants, fitness centers and retail shops. Nearby, are the City's 27 hole golf course and the 18 hole Cowboy's golf course.

It is estimated that 500,000 people visit the Gaylord Texan each year with 1,900 jobs being created. City consultants project total direct and indirect tax benefits of over \$66 million during the first 15 year period.



Gaylord Texan

Towne Center Development

The Grapevine Towne Center development is a planned shopping center fronting onto State Highway 114 and located between Ira E. Woods Avenue and William D. Tate Avenue. This center is home to Target, Cost Plus, Haltom's Jewlery, Busy Body, Office Depot, Winfree Academy Charter School, Ross Dress for Less, Hallmark, Jason's Deli, Petco, Jo Ann's, Men's Wearhouse, Aaron's, Cathrine's Plus Sizes, Famous Footwear, Arby's, Jack in the Box, Sleep Expert, at&t, Merle Norman, ReCept Pharmacy, Weight Watchers, Barbeques Galore and Coleman Bright Ideas For Your Home, Hot Spring Spas, Mimi's Café, Bottlecap Alley Restaurant and Scrubs Etc. Property adjacent to Towne Center also continued to develop with the addition of Eatzi's, Verizon, Quick Trip, Chase Bank, Grapevine Medical Park and Taco Bell Restaurant.



Towne Center Shopping Center

Vineyard Market Place

The Vineyard Market Place Center is located at the northeast corner of Glade Road and State Highway 121. It contains a 61,000 square foot anchor space and adjacent retail sites totaling 49,600 square feet. Hobby Lobby holds the anchor spot in this center. Other businesses in this center include Fuzzy's Taco Shop, Edward Jones, Karate, Once Upon A Child, Sally

Beauty Supply, Hallmark, Empress of China, Kim's Taylor, Danna Cola State Farm, I Fratelli, Mc Donald's, Fantastic Sam's, H&R Block, Happy Donut Bakery, 2Q Salon, Pro Nails 2, Vineyard Dental, Care Now, Driver's Edge Auto Repair and Taco Bueno. Additional space is currently available in this high profile retail and service center.



Hobby Lobby

Tom Thumb Center

The Tom Thumb site is located west of State Highway 121 and south of Hall Johnson Road. Wells Fargo Banking Center, Starbuck's, Wendy's, Cotton Patch Café, Cantina Laredo Restaurant, Collevine Dry Cleaners, Karate, Phenix Salon, The Snooty Pig Café and Bank of the West are also on or adjacent to the Tom Thumb site.



Tom Thumb Center

Hall Johnson Center

The Hall Johnson Center is located at the northeast corner of Hall Johnson Road and Heritage Avenue. Stores and service businesses located in this center include CitiBank, Buon Giorno Coffee, Smiles for You Dentistry, Almar Jewlers, Papa Murphy's Pizza, Salon Styles, Day Spa Nails, Ace Tailor, Donuts, Subway, Your Yoga and Anytime Fitness.



Hall Johnson Center

Grapevine Crossing

Grapevine Crossing is anchored by a 45,000 square foot Best Buy retail store and a 61,000 square foot Academy Sports and Outdoors. Other tenants include Hibachi Sushi, Mattress Firm Outlet, Sport Clips, Elite Nails and Hair Salon, Advance America, Metro PCS and UPS Store. Grapevine Crossing is located at the southwest corner of Ira E. Woods Avenue and State Highway 114. This high profile site has excellent visibility and access from both major thoroughfares. It is located across from the Towne Center retail development and adjacent to the Texas Nissan automobile dealership site. The Super Wal-Mart and Sam's Club developments are located directly across State Highway 26 from Grapevine Crossing, making this retail center one of the most powerful and sought after locations in Grapevine.



Grapevine Crossing

Lone Star Crossing/Grapevine Mills Crossing

Lone Star Crossing/Grapevine Mills Crossing is a 120,000 square foot shopping center at the northeast corner of State Highway 121 and Grapevine Mills Parkway. These well situated developments are directly east of Grapevine Mills Mall. Businesses include National Tire and Battery, Room Store, All American Flooring, Ashley Furniture, Sprint, Subway Sandwich Shop, LA Fitness, La-Z-Boy Furniture, Mattress Firm, Cracker Barrel Restaurant, Quizno's and Leather Sofa Company.

Heritage Plaza

Heritage Plaza is located on the north side of Hall Johnson Road, west of State Highway 121. Tenants include Lovely Nail Spa at&t, Leslie's Pool Supplies, SIG Insurance Services, The UPS Store, Hands On Health Chiropractic, Edward Jones. The excellent access and visibility of this center which is located across Hall Johnson Road from the Tom Thumb Center on State Highway 121 have contributed to its immediate success.



Heritage Plaza

Sturgeon Center

Sturgeon Center is located at 3549 Grapevine Mills Parkway, just north of Grapevine Mills Mall. Tenants such as Aladdin Cleaners and Spa Galleria.com have located in this well situated shopping center.



Sturgeon Center

2011 Tourism

During the year we began to see the occupancy numbers of our hotels rise. The summer saw a rise in the leisure business as people stayed closer to home and took advantage of the attractions and attractive hotel rates. The “Staycation” was indeed a positive for Grapevine hotels, retail shopping and attractions.

2011 Tourism Estimates

The following estimates reflect the strong effect tourism has on the Grapevine economy. Tourism development and the development of additional hotels, attractions and restaurants are the key focus of the City and the Convention and Visitors Bureau. In 2011, Grapevine tourist attractions generated 19 million local visits.

ATTRACTION	ANNUAL VISITORS
Grapevine Mills Mall	13.1 Million
Bass Pro Shops Outdoor World	2.0 Million
Lake Grapevine	1.5 Million
Festivals/Events/Historic District	1.15 Million
Hotel Guests	657,921
Grapevine Winery Visitors	237,500
Heritage/Information Centers	78,953
Grapevine Vintage Railroad	103,822
ICE at Gaylord	263,313
Total Visits	19,091,509

Source: Grapevine Convention and Visitors Bureau

2011 Tourism Employment and Sales

Tourism also provides a healthy lift to the local economy through employment. In 2011, tourism in Grapevine generated 26,700 hospitality oriented jobs and an estimated payroll of \$938.8 million. Retail sales from tourism was estimated to be around 2.2 billion in 2011.

2011 Tourism Generated Sales

ATTRACTION	SALES
Grapevine Vintage Railroad	\$1.5 M
Convention Center/Palace Arts Theater	\$903 T
Food and Beverage Sales	\$295.7 M
Hotels	\$270.9M
Retail Sales	\$1.6 B

Source: Grapevine Convention and Visitors Bureau

Grapevine Attractions

- Grapevine Mills mall
- Bass Pro Shops Outdoor World
- LEGOLAND Discovery Center
- Sealife Aquarium (July, 2011)
- Wagon Wheel Ranch
- Austin Ranch
- Lake Grapevine
- Main Street Historic District – Unique shops and dining

- **Grapevine Vintage Railroad Excursion & Special Event Runs**
- **Champion Ship Golf – 81 Holes**
 - Bear Creek Golf Club
 - Dallas Cowboys Golf Club
 - Grapevine Golf Club
- **Summit Climbing Gym**
- **AMC Grapevine 30 Movie Theatres**
- **Tinseltown Grapevine – Cinemark 27 Movie Theatres**
- **Specialty Restaurants**
 - Bob's Steak & Chop House
 - Mr. G's Steak House
 - Old Hickory Steakhouse
 - Silver Fox Steak House
 - Uncle Bucks Steak House
 - Vineyard Steak House & Sky Bar
 - Rainforest Café
 - Papadaeux's
 - P.F. Chang's
 - Tolbert's Restaurant & Chili Parlor
 - Ferrari's Italian Villa
 - Fireside Pies
 - Uncle Julio's Fine Mexican Food
 - Love & War In Texas
 - 180 Additional Restaurants
- **Grapevine Wine Trail**
 - Cross Timbers Winery
 - Delaney Vineyards
 - D'Vine Wine
 - Farina's Winery & Café
 - Homestead Winery
 - La Bodega Winery
 - La Buena Vida Vineyards
 - Su Vino Winery
- **Grapevine Public Art Trail**
 - 9/11 Flight Crew Memorial
 - Benjamin Richard Wall Statue
 - Founder's Plaza
 - New Season
 - The Grapevine Nightwatchman
 - The Homecoming
 - The Sidewalk Judge
 - The Sunday Skaters
 - Walking to Texas
- **Grapevine Art Galleries**
 - Cupid's Vault
 - Molten Metals Foundry
 - Morgan Dane Art Gallery and Studios
 - Grapevine Blacksmith Shop
 - Great American Western Art Gallery
 - Grapevine Main Street Art Gallery

- International Porcelain Artists
- Vetro Glassblowing Studio & Gallery

Festivals and Events

- **Festivals & Events**
 - Chocolate Fest – March
 - Day Out With Thomas the Tank – March/April
 - Spring Into Nash Farm – April
 - Grapevine Market & Farmers Market – April – October
 - Blessing of the Vines & the Wines & New Vintage Wine Trail – April
 - Great Taste of Grapevine
 - Main Street Days – May
 - SummerBlast – May – September
 - Summer Nights @ the Gazebo in the Historic District – July
 - Italian Car Fest - September
 - GrapeFest - September
 - Nash Farm Fall Round Up – October
 - ICE at the Gaylord Texan – November – January
 - Carroll of Lights – December
 - Parade of Lights – December
 - Holiday Wine Trains
 - Christmas Capital of Texas Activities – November – December
 - North Pole Express Trains – November – December
 - Various Special Theme Trains Throughout the Year

Grapevine Wineries and Vineyards

Grapevine's nine winery/tasting rooms continue to provide Grapevine with a most unique visitor attraction. The Grapevine wineries and vineyards are as follows:

Cross Timbers Winery and Tasting Room – 805 N. Main St. (817)488-6789

Delaney Winery and Vineyards – 2000 Champagne Blvd. (817)481-5668

D'Vine Wine – 409 S. Main St. (817)329-1011

Farina's Winery and Café – 420 S. Main St. (817)442-9095

Homestead Winery – 211 E. Worth St. (817)251-9463

**La Bodega Winery & Tasting Room – 416 E. College St. and DFW
International Airport, Gates A15 and D14 – (972)973-9463**

**La Buena Vida Vineyards/ La Bodega Winery
416 East College St. (817) 481-9463**

Su Vino Winery – 120 South Main St. (817)424-0123



Grapevine Main Street Days Festival

Office Construction

In 2011, new office development remained fairly slow due to the national economy. However, two new projects began construction. .

The new 2010 office projects are as follows:

<u>2011 PROJECTS</u>	<u>SQUARE FEET</u>	<u>CONSTRUCTION VALUE</u>
First Financial Bank	3,146	\$849,000
One Star Office and Retail	12,000	\$400,000

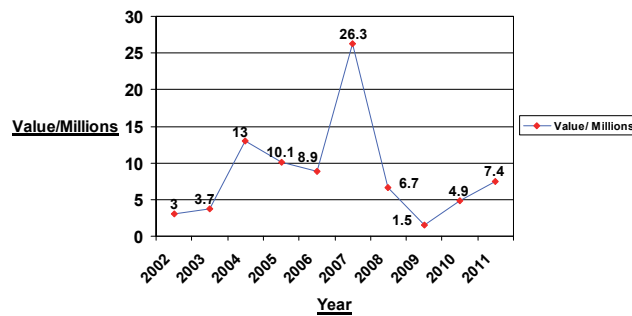
Industrial Construction

The industrial market in Grapevine remained fairly active in 2010. Grapevine has gained recognition as an outstanding location for distribution, high-tech manufacturing and assembly businesses. The advantages include proximity to Mexican markets, Central Standard Time Zone, adjacency to DFW Airport,

proximity to Alliance Airport and quick access to numerous state highways, including Interstate 35 which is designated as a NAFTA highway.

Tax advantages also play an important role in bringing industrial and manufacturing businesses to Grapevine. Most of Grapevine is located within a triple freeport tax exemption jurisdiction. The triple freeport exemption allows the City of Grapevine, Tarrant County and the Grapevine Colleyville Independent School District to exempt taxes on goods that have been acquired in or imported into Texas to be forwarded out of the state within 175 days. There are no restrictions on the destination of such goods.

Total Industrial Improvements



Source: City of Grapevine Building Permit Records

The following were new industrial businesses in 2011.

Industrial Businesses

<u>Business</u>	<u>Address</u>
A Sonic Logistics	751 Port America Pl., #100
Aeronet	512 E. Dallas Rd., #300
American Linehaul Corporation	1063 Texan Tr., #250
Associated Global Systems	1722 Minters Chapel Rd., #150
Associated Global Systems	920 Minters Chapel Rd., #600
Associated Global Systems	1300 Minters Chapel Rd., #400
Bassett Transportation	751 Port America Pl., #450
Buhrkuhl Leasing & Sales	211 North Dooley St.
Command & Control Environments	906 Jean St., #101
Daenser Transport of America	801 Hanover Dr., #200

Deco Crete, Inc.	752 Port America Pl., #100
Eaton Electrical	631 Westport Pkwy., #100
Eclipse Freight Systems, Inc.	747 Port America Pl., #350
Geodis Wilson, USA Inc.	920 Minters Chapel Rd., #550
Hanes	615 Westport Pkwy., #300
Hegele Logistic	751 Port America Place
IMAP Transportation	1063 Texan Tr., #100
Lyknes Cartage Co.	1732 Minters Chapel Rd., #102
Mayflower Fence	306 E. Northwest Hwy.
Pegasus Worldwide Logistics	1063 Texan Tr., #800
Pentagon Freight Services	1061 Texas Tr., #200
RBN Roofs	749 Port America Pl., #400
Retan Aerospace	754 Port America Pl., #100
Retan Aerospace	754 Port America Pl., #250
RTM Transportation	801 Hanover Dr., #550
Shepherd Multimedia Ministry	612 E. Dallas Rd., #300
System Electric	923 Minters Chapel Rd.
T M Express	701 Hanover Dr., #375
Titan Services	755 Port America Pl., #350
Wildernest Logistics Solutions	920 Minters Chapel Rd., #100
WWG Transportation	749 Port America Pl., #350
Your Transportation	1702 Minters Chapel Rd., #216

DFW Trade Center

DFW Trade Center continued to thrive in 2010. It is home to businesses such as PDC Parts Distributing Company, Harland Clarke, Pegasus, Keith Landsburg Company, Rockwell Medical, Wistron, Act Is, Verizon, Imagecraft Exhibits, Lee Lighting, Mc Kesson, Spears Manufacturing Company and Maxxis.



DFW Trade Center

Heritage Business Park

Heritage Business Park continued to prove itself as a powerful center for distribution and light manufacturing. Heritage Business Park contains tenants such as Prestosim, Trans Trade, Henry Schein, Sullivan Schein Dental, PFS Web, Insight, Raytheon Aircraft Parts, Dallas Airmotive, BBA Aviation, ITS Global, Superior, SCSTUFF, Specialized Products, Pulse Tech, IHS, Willett, ANEW, ZAK Products, Noritz, Frog Street Press, Avant Aerospace and Daltile.



Northfield Distribution Center

Northfield Distribution Center is located within minutes of DFW Airport and State Highways 114 and 121. Tenants include Xpress, Ferguson Showroom, NNR, Factory Builder Stores, DSV, KWE, Evans and Wood Co., Provide Rx, BNSF Logistics, Expeditors, Hellmann, Associated Global Systems, On Site MENSA, Profit Ttix, Shepherd Mulitmedia, Transgoup, Speedway Events, E Replacements, Cotton Patch Café Training, Performance Aircraft Fuel Systems, Kwe, Associated Global, Classic Auto/Air and Driessen.



Northfield Distribution Center

Westport Business Park

Westport Business Park is located just east of State Highway 360 and west of DFW Airport. Westport Business Park serves companies as Esprey Animal Products, Pinnacle Decorating Company, H2tronics, Eaton Electrical Sales, Chem Cal Inc., GameStop, LeMans Parts Distribution, Vitas HME Solutions, DHL, IEG/DPCE and Able Machinery.



Gamestop in Westport Business Park

International Airport Centre

International Airport Center consists of two buildings totaling 455,508 square feet adjacent to Westport Business Park. It is within minutes of DFW Airport and numerous state and local highways that lead throughout the Metroplex. International Airport Center has been successful, bringing such tenants as Sears Logistics, Jeld Wen and AIT Logistics.



International Airport Centre

J.A.G. Trade Center

The 354,750 square foot J.A.G. Trade Center buildings at the northwest corner of Minters Chapel Road and Hanover Drive have become the home of Driessen, BBA, L & L Pro Pac, Air QC, SD U.S.A., Data Guard, BDP International, Uti, Tri Corp Metro, Rotobrush, Pella Windows and Doors, Pilot Air Freight, Air-Sea Forwarders, DL Bynum and Co., Pilot Air Freight, World Link Exp., UR Image, RTM Transportation, Worldlink, Main Freight, Air Trans, Heart of Texas, Geodis Wilson, Southwest Airlines Cargo, MT Global, OB Logisitics and SDV Mainfreight.

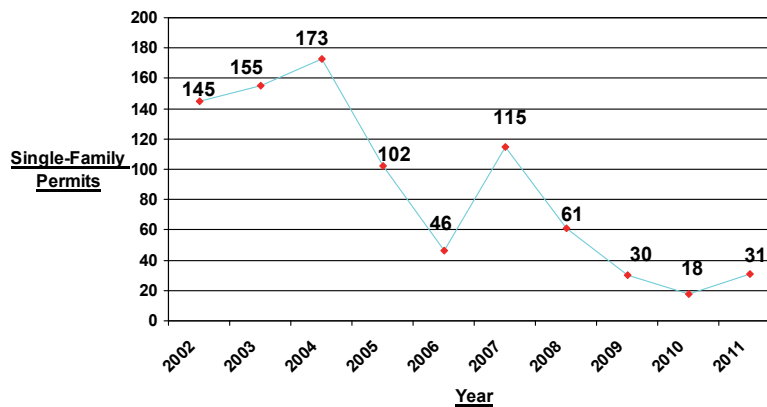


J.A. G. Trade Center

Residential Development

Residential development remained slow in 2011 with the permitting of 31 single-family units. A total of \$10.5 million dollars in traditional single-family residential construction occurred in 2011.

Single-Family Permits

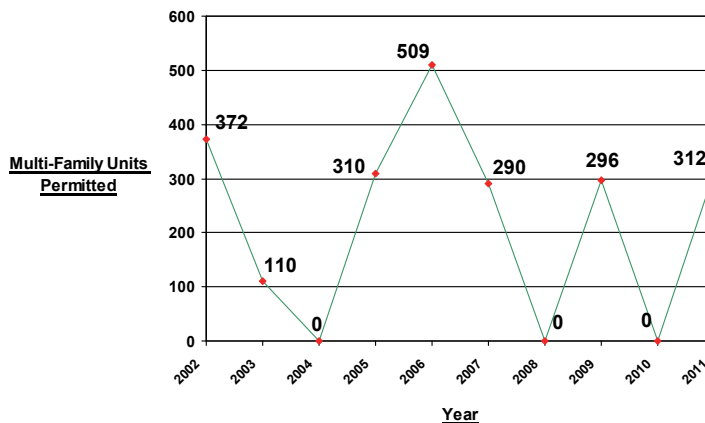


Source: City of Grapevine Building Permit Records

* - Single-Family includes Townhouse permits

One multi-family project with 312 units was permitted in 2011. The total value for multi-family construction was \$22.5 million.

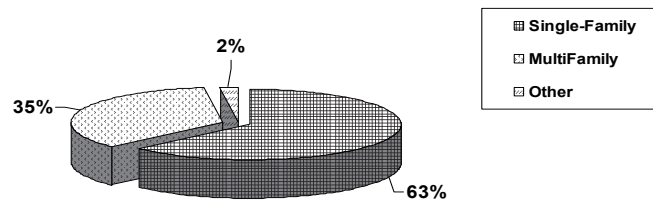
Multi-Family Permits



Source: City of Grapevine Building Permit Records

Grapevine has a healthy mix of residential types with single-family units predominating. The current housing mix for Grapevine is as shown below.

2011 Housing Mix



Source: City of Grapevine Building Permit Records

NOTES



Economic Development